



CII-ITC Centre of Excellence  
for Sustainable Development



Confederation of Indian Industry

COMPENDIUM

# CREATING VALUE THROUGH PARTNERSHIPS



Project Team – Aparna Gupta, Jayashree Singha, Kavita Kathait, Lakshmi Iyengar, Naresh Saini

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# FOREWORD

**Chandrajit Banerjee**

Director General,  
Confederation of Indian Industry

Public-Private Partnerships (PPP) can be a powerful tool for bringing in private sector expertise with respect to human, financial and technological resources in creation of economic and social infrastructure assets and for the delivery of quality public services. These partnerships in many ways, have led to the development of innovative, scalable, and sustainable projects on a pan India basis.

Linking CSR with local development plans brings in sector specific expertise and increases overall effectiveness and efficiency of the use of resources, from execution to the implementation stage. This helps in creating better impact on the ground, of projects undertaken for communities in the area of operation. There has been a substantial contribution by the private sector in social initiatives especially through PPP since the concept of CSR came into existence. CSR has emerged as a way of collaboration between companies, governments, and civil society.

In order to document the PPP projects and highlight the key learnings from the partnerships, the Confederation of Indian Industry is bringing out the CSR Compendium - Creating Value Through Partnerships. The publication showcases the long-term projects, role of technology and innovation, and building capabilities of partners to create impactful PPP projects. For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development.

The Compendium provides insights on education, healthcare, watershed development, integrated village development, and skill development PPP projects. Alignment with the Government initiatives maximise value for underprivileged communities and the environment.

There are several learnings from the highlights of impacts created. It is found that systematic planning and implementation of watershed development projects led to regeneration of natural resources, and helped communities to reap benefits for enhancing livelihoods, especially from the agriculture and allied sectors. There has been a positive impact on biodiversity, with increased green cover in the watershed area. Digital literacy projects focused on low-cost scalable design with maximum output and ensured long-term sustainability through support from multiple partners to share the project's cost over the entire duration. Healthcare projects reduced infant and maternal mortality by strengthening the capacity of Government frontline workers. This helped to deliver quality home-based care, empowering adolescents as well as tackling critical issues at the community-level related to maternal health and infant mortality.

It is indeed very heartening to see how public private partnership projects have flourished when partner organisations converge for a common goal and build contingences to overcome uncertainties. As illustrated through case studies in the Compendium, strong partnerships have been established at various levels including State and District Level Government collaborations, corporates, schools, health institutions, PRIs and communities. Such partnerships have not only led to the credibility of projects but also provided unwavering support in building resilient communities. We hope that this Compendium will give you a glimpse into the tremendous work and effort that organisations have put in and will motivate others to come together, collaborate and partner to build a better India.

We are hopeful that in the coming years, based on the success of these projects, companies will continue to work on the partnership model to build capacity at the grassroots, and enable communities to pool resources, access knowledge and act collectively.

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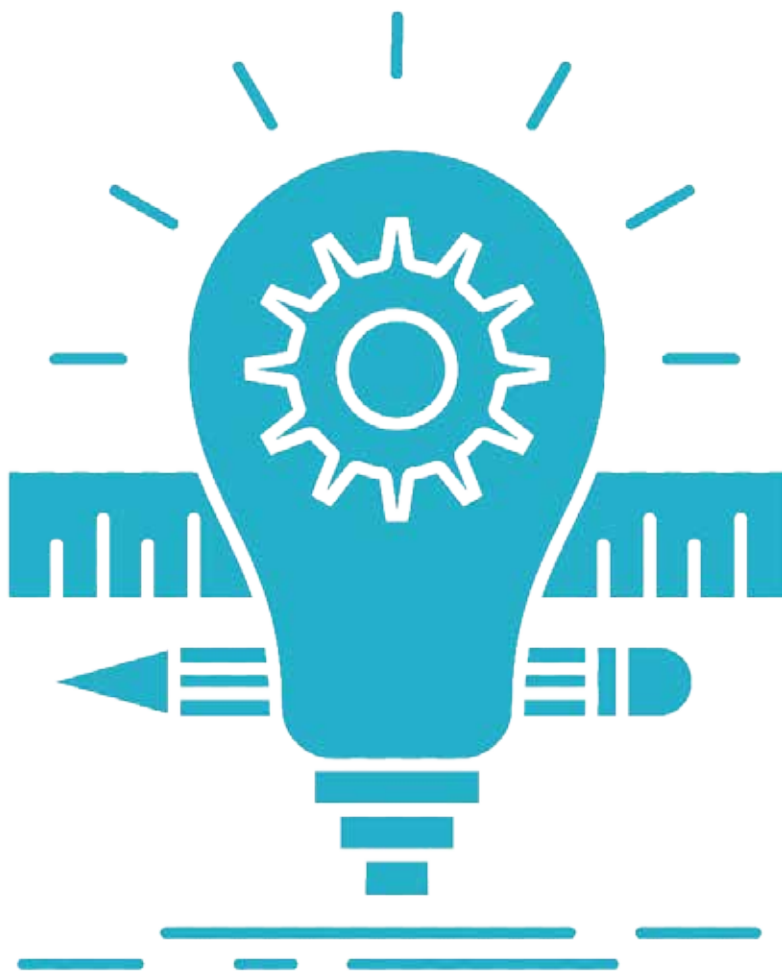
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# Education & Skill Development





## Vedanta Limited

### Nand Ghar

Modernising Anganwaadis in transforming the lives of women and children

#### BACKGROUND

Nand Ghars are a transformative leap dedicated to benefit rural children and women in India, a measure undertaken by Vedanta together with the Ministry of Women and Child Development (MoWCD). The project holds a vision of transforming the lives of 7 Cr children and 2 Cr women across 13.7 L Anganwadis in India through Nand Ghars. The project works towards commitments made in Swacch Bharat, Beti Bachao Beti Padhao and Startup India. Apart from equipping Nand Ghars with televisions for e-learning, solar panels for reliable power, safe drinking water and clean toilets, they also support the nutrition needs of mothers and children through its programmes by focused interventions targeting malnutrition and first 1000 days. Thus, the twin objective of promoting early childhood education and entrepreneurship in rural women by creating a space has been met through sustainable means.



#### PARTNERSHIPS

In partnership with the MoWCD, the programme addresses issues around education of children especially girl children, women's health and empowerment, and nutrition for children along with access to best healthcare delivery systems. The ministry provides regular guidance on implementation through regular meetings and video conferencing. Department for Rural Development provides support for infrastructure maintenance of the centres. Department of Health and Family Welfare provides support in the form of convergence with PHC/CHCs locally.

**Project start year: 2015**

**Geography:** PAN India

**Coverage:** 150,000 rural children and women

*"I am delighted to see that Vedanta's flagship project, Nand Ghar, is transforming the lives of rural women and children across the country. We are committed to fulfilling Prime Minister Narendra Modi's vision of eradicating child malnutrition, providing education and healthcare, and empowering rural women through skill development, and Nand Ghar will be the change agent. I have no doubt in my mind that Nand Ghar will continue to create a better tomorrow for the mother and the child at the grassroots level."*

**Mr Anil Agarwal, Chairman,  
Vedanta Resources**



## PROJECT OUTCOMES

Through the multiple initiatives in the Nand Ghars, there is an increase in the enrolment and attendance of children to around 25–30 children.

**Health OPDs:** reach out to 50,000 beneficiaries monthly.

20-25 women are benefitted at every centre through the programmes around skills and scheme linkage.

Garnering extensive support from the community including PRI members, govt. stakeholders and others. On a quarterly basis, Nand Ghar is able to showcase convergence of upto INR 1 Cr.

Against the National Family Health Survey (NFHS-5) mark of 73% healthy children, Nand Ghar has achieved around 93%, 85% of new-born health care and 7% increase in routine check-ups.

Presently, there are around 3900+ Nand Ghars across 14 states spread across the country. These centres are targeting women and children of the area and impacting the lives of more than 1,50,000 beneficiaries.

## PROJECT INTERVENTIONS

Nand Ghar project aims to transform the lives of women and children through its innovative solutions around the themes of health, nutrition, education and women empowerment. The project encompasses upgrading the government run 'anganwadis' or rural day care centres in the remote villages across the states of India.

Working together with the Government of India and the local administrations, Vedanta supports the communities by developing a space to promote overall well-being.

An 'anganwadi' caters to the education, and nutrition needs of children between the ages of 3-6 years and health needs of 0-6 year olds. It also supports the health of pregnant and lactating women.

The anganwadi sector offers a wide range of opportunities for the overall development of the community by overcoming the challenges faced in a rural set-up. Vedanta has provided the additional support needed to develop these centres into Model Anganwadis for the government to adopt and replicate.



## KEY LEARNINGS

Nand Ghar has incorporated multiple course corrections to strengthen the programme and its outcomes. From a decentralised model, they have moved on to a centralised model focusing on achieving sustainability.

Nand Ghar's USP is in its "community driven" approach that ensures participation from the people, bringing beneficiaries as well as benefactors on the same platform to address the former's needs. The model now followed, focuses on strengthening the connect between the services and the community to ensure sensitisation and awareness.

Going forward, Nand Ghar aims to promote more partnerships and collaboration with government as well as private entities to build an eco-system that is self-reliant. Targeted at systemic strengthening and capacity building, the goal is to support the government and anganwadi workers in running Nand Ghar as the ideal model for an anganwadi system.





## HP Inc. India

### World on Wheels (WoW) & Continued Learning Access Programme (CLAP)

#### BACKGROUND

HP's founders firmly believed that technology should not only create value for customers and shareholders-but also for society. This commitment is fully ingrained in HP's CSR strategy and culture, as it creates new possibilities for technology to help individuals, businesses and communities thrive. As we work to create technology that makes life better for everyone, everywhere, we recognise that a big gap remains between those who have access, and those who don't. HP India is working to change this dynamic for millions of people in rural India through its various IT-enabled digital inclusion and learning solutions aimed to reach 6,400 Indian villages, impacting more than 15 million people over the next few years. The solutions will allow individuals to gain access to digital literacy, digital education resources, IT skills development, access to common public services, telemedicine, entrepreneurship training, remote trainings and many more.



#### PARTNERSHIPS

Aligning to UN SDG Goal 17 which talks of “revitalising the global partnership for sustainable development”, HP has always believed in developing collaborative partnerships with partners having similar interest of giving back to the communities. This philosophy can be clearly seen in the various CSR projects and solutions being deployed by HP that are build on the basic model of tripartite understanding between likeminded corporates, Government and NGO partners. All our CSR projects are designed in a way where the entire project cost is shared between HP and other corporates in an CAPEX-OPEX sharing model wherein entire CAPEX cost of technology deployment is taken upfront by HP and thereafter the OPEX cost to operate and run that solution is taken care by the corporate with whom we engage. This model not only ensured multi partner engagement for a common cause but also resulted in scaling the project due to reduced costs for both HP as well as the other corporate partner taking care of OPEX.

**Project start year:** 2017

**Geography:** 2,305 villages, 18 states in India

**Coverage:** 57,62,500 individuals

*“HP World on Wheels is a visionary project to reach out to rural populations especially children and youth. It is a dynamic platform for digital literacy, education and capacity building that will help rural communities to take the lead in the global digital world and shape a technologically empowered society. We are proud to join hands with HP for this unique project as it will set a milestone in the development of this country.”*

**Dr Dinesh Tyagi, CEO CSC-SPV**

## PROJECT OUTCOMES

Through its fleet of 43 vehicles, the HP WoW works through 21 partners in 18 states, touching 2,305 villages, reaching close to 5.7 million population, and impacting 57,62,500 lives to date.

CLAP works through 10 partners and 23 carriers across 242 villages in 7 states of India, and within just 3 months of deployment, it has impacted close to 3,53,195 lives.

**SDG 4 Quality Education:** HP WoW and HP CLAP work with the Government of India through the National Digital Literacy Mission.

**SDG 5 Gender equality:** The programme has modules designed specifically for women and girls. There are currently 25 courses on HP LIFE offered in 7 languages, including Hindi. Both HP WoW and HP CLAP emphasise gender parity when imparting education.

**SDG 7 Affordable and Clean Energy and SDG 13 Climate action:** each of HP's vehicles is equipped with 10 high-efficiency solar panels of 315 watts, each capable of generating about 15KW of energy daily, 20% more than the daily energy requirements of the mobile classroom.

**SDG 10 Reduced Inequalities:** HP expects the projects to add value to the existing skill set of individuals that can enhance their negotiation skills, helping them earn better salaries and wages or start a new business.

**SDG 17 Partnership for the Goals:** through HP WoW and HP CLAP, HP is building convergence with government programmes, like Digital India and Skill India, in different Indian states. HP is also developing collaborative partnerships with other like-minded corporations and implementing agencies to take these initiatives forward together.



## PROJECT INTERVENTIONS

These programmes aim to drive digital literacy, e-education, entrepreneurship training, and other citizen services in rural India, planning to reach more than 6,400 Indian villages and impact more than 15 million people over the next few years.

HP framed a complete solution with the necessities needed for disseminating digital education like electricity, smart class environment, best modules, teachers and most importantly– mobility - ensuring reach to the last mile.

Each IT-enabled HP WoW and HP CLAP vehicle has HP computing and printing equipment, numerous software suites, and e-learning tools. The offering of the vehicle includes digital literacy training, EDP training for youth, and e-education for students (K-12). The vehicles also provide Common Citizenship Activities, including services of Aadhar Card, Ration Card, Driving License, Land Records, Financial Inclusions, etc.

The programmes link the students from remote locations to the various government programmes and initiatives through which they gain computer literacy and an IT-enabled education intended for the rural youth, school children, farmer groups, and others. Thereby helping to bridge the digital education gap encountered by those living in remote locations.



## KEY LEARNINGS

Sustenance of the programme could have been possible only through support from multiple partners willing to share the programme's cost over the entire programme duration.

HP resolved the lack of infrastructure in educational facilities in remote locations in India by converting buses into mobile learning centres. These mobile vehicles were a solution for education when schools could not operate during pandemic.

To design a model that could cater to all key elements with a low-cost scalable solution with maximum output.



## GMR Varalakshmi Foundation

### Contribution to Skill India Mission

#### BACKGROUND

GMR Varalakshmi Foundation (GMRVF) addresses the skill gaps between the market and the need of skilled workforce. The Foundation provides access to quality vocational training to about 7,000 under-privileged school and college dropout youth across the country. There are more than 80% settlement rate every year in 30 job roles. GMRVF partnered with relevant industry partners to offer skill training and support in designing the curriculum, Training the Trainers, joint certification, placements etc.



#### PARTNERSHIPS

GMRVF has partnered with several Government Ministries and Skilling programmes such as Rajiv Education and Employment Mission in Andhra Pradesh (REEMAP) of Ministry of Rural Development, GoAP; skill development programme of Ministry of Textiles; Skill Development Initiative Scheme (SDIS) based on Modular Employable Skills (MES) by Ministry of Labour and Employment; Employment through Skill Training & Placement (EST&P) programme of Ministry of Housing and Urban Poverty Alleviation and STAR (Standard Training Assessment and Reward) programme of Ministry of Skill Development and Entrepreneurship to train the unemployed dropout youth in various vocational skills.

**Project start year:** 2003

**Geography:** Delhi NCR, Telangana, Karnataka, Gujarat, Andhra Pradesh, Goa

**Coverage:** 37,000+ youth

*"Skilling is one of the flagship programmes of GMRVF and partnerships are key strategy to enhance impact. While industry partnerships have helped in the enhancement of training delivery and placements, the govt partnerships have helped in govt recognised certification, reaching out to most deserving candidates, and impacting on a pan-India level. GMRVF would like to continue its contribution to Skill India Mission and be part of country's growth story."*

**Dr Avinash Kumar, Director - CSR**  
GMR Varalakshmi Foundation

## PROJECT OUTCOMES

Over 70,000 under-privileged dropout youth since inception with over 81% settlement rate.

Trained over 37,000 youth in different skills at RSETI centres with a settlement rate of over 82%.

Trained 180 candidates in Telangana state under DDUGKY programme with a settlement rate of 89.78%.

Trained 1,059 youth under PMKVY programme with a settlement rate of 90.89%.

Trained 6,700 youth under PMKVY special programmes with a settlement rate of 90%.

Trained ~600 members in various job roles under this RPL programme and successfully received certification for more than 98% appeared candidates.

Provided demand driven vocational training to over 70,000 underprivileged school and college dropout youth.

Increased self-confidence, self-esteem, and aspirations of the trainees.

Provided certification and facilitated industry relevant placements to the trained youth.

Ensured settlement of over 81% trained youth in either job or self-employment ventures.



## KEY LEARNINGS

Partnering with the government in Skill India Mission gave a window to the broader landscape of skill training in the country. It helped identify the key sectors where skill training would be most relevant.

GMRVF was also able to achieve more inclusivity through the government programme as per mandates provided in different schemes. The certification provided through the govt schemes gave much more credibility to the skill programme and wider acceptance for trainees in the respective industry.

Data maintenance, biometric attendance, MIS, tracking, etc. provided much more robustness to the GMRVF systems.

## PROJECT INTERVENTIONS

GMRVF has set up 15 state-of-the-art skill training centers most of which are residential synchronising the aspirations of the youth and demand of the local markets.

GMRVF helps to encourage the entrepreneurial spirit of the participants, their motivation, communication skills, confidence, etc. After the training, the Foundation works with employers and facilitates placement drives and also facilitates bank loans for those who want to set up micro-enterprises. A key feature of the training programmes has been the inclusion of soft skill inputs as a core part.

GMRVF partnered with DDUGKY in its Vocational Training Centre at Nagaram in Telangana state. Students trained were provided certifications by Government of India.

GMRVF registered 10 training centres during 2016-18. The scheme offers NSQF curriculum-based job roles for a duration of 3 months.

17 Agriculture graduates were trained in the Telangana centre and another 25 are undergoing training in Andhra Pradesh NTI (National Training Institute).

In Vizianagaram district of Andhra Pradesh, GMRVF joined hands with Union Bank of India to run an RSETI (Rural Self Employment Training Institute) at Rajam.

GMRVF empanelled with NSDC (National Skill Development Corporation) for implementing PMKVY Short Term Trainings (STT) scheme.







## Dalmia Bharat Foundation

### DIKSHa (Dalmia Institute of Knowledge and Skills Harnessing)

#### BACKGROUND

Dalmia Bharat Group has been focusing on enabling sustainable livelihood for people in its neighbouring communities. Under this focus, the Group initiated its flagship programme - Dalmia Institute of Knowledge and Skill Harnessing (DIKSHa) in partnership with National Skill Development Corporation in 2016. Over past years, they now have collaborations with 3 State Skill Development Missions of Odisha, Tamil Nadu and Karnataka and are also partnering with National Bank for Agriculture and Rural Development (NABARD), National Scheduled Castes Finance and Development Corporation (NSFDC), National Backward Classes Finance & Development Corporation (NBCFDC), BOSCH and Schneider Electric for the Skill Development Programme. The aim is to provide quality skill training to youth in the programme areas to make them employable.



#### PARTNERSHIPS

Organisations like NABARD, NSFDC, NSDC and NBCFDC have done detailed skill gap studies, which are available in the public domain. Their teams, through meetings and sessions, share similar information and insights regularly. This helps in selecting and designing courses, tailored to the requirement in a particular geographical location. Another robust partnership is with Odisha Skill Development Authority, which is helping the Foundation run 5 DIKSHa Skill Centers in the most backward regions of Odisha (OSDA). Along with financial support, the OSDA team has been very proactive supporter and mentor to the trainees. Similarly, Schneider Electric brought in its expertise in electric sector. Along with providing state-of-the-art Electric Labs, Schneider Electric provided upgraded industry-relevant course material as well as Training of Trainers. Seeing the successful implementation of electrician courses in DIKSHa and the trainees, Schneider Electric expanded its partnership by bringing in Schneider Electric Foundation. Currently, 13 Electric Labs and 5 Solar Labs are operational.

**Project start year:** 2016

**Geography:** Assam, Odisha, Uttar Pradesh, Maharashtra, West Bengal, Tamil Nadu, Karnataka, Madhya Pradesh

**Coverage:** 13,100 youth

*"At Dalmia, we are focused on sustainable and inclusive growth. We aim at creating sustainable livelihood opportunities for every stakeholder, importantly the communities around our manufacturing facilities, to help them achieve their potential. DIKSHa helps us achieve that."*

**Mr Arvind M Bodhankar, ESG Head & Chief Risk Officer,  
Dalmia Cement Bharat Limited**

## PROJECT OUTCOMES

At present, there are 15 DIKSHa Centers in 8 states, with an annual training capacity of 5500. 7,600 trainees have passed and 5500 are placed in the organised sector.

**Increase in employment rate-** prior to attending the courses, only 3% of respondents were working and earning. After the course, this percentage has increased considerably reaching almost 73%.

**Increase in income levels-** after completion of training, the average salary increased to about 8,400 i.e. 47% higher.

**Improved living conditions-** before training, 60% of respondents were living in Pucca house, which has increased to 80% after completion of the training.

**Increased digital connectivity-** digital connectivity increased significantly due to increased income. The usage of mobile phones increased from 37% to 79%.



## PROJECT INTERVENTIONS

Dalmia is providing training in areas like health-care, industrial sewing machines operators, electrical, customer relationship management, sales and marketing, data entry, beauty and wellness and unarmed security.

Primary focus is on rural youth who are either unemployed, underemployed, or seasonally employed.



## KEY LEARNINGS

The scalability and replicability achieved in DIKSHa programme is credited to the partnerships formed. From the initial partnership with NSDC to the latest one with Akzo-Nobel, each partner has brought in skill and expertise to drive the programme further.

The financial resource mobilisation by NSFDC and NBCFDC has helped to provide skill training programmes to Schedule Caste and Backward Class youth in the community.

Partnerships have helped in not only scaling up the DIKSHa programme, but also helped in its strengthening and success.







**Bharti Foundation**

**Bharti Foundation**

## Satya Bharti Quality Support Programme At Scale (Large Scale Initiatives)

### BACKGROUND

Bharti Foundation is working to make quality education available to the underprivileged children and creating opportunities for their holistic development, with a special focus on the girl child. In 2006, The Foundation set up its flagship programme, Satya Bharti Schools, to provide free education to these children in rural India. Some of the good practices and learnings from the programme were taken to the Government schools through Satya Bharti Quality Support Programme (QSP) in 2013 for wider impact and for enhancing overall schooling experience in partnering government schools. Most of the processes under QSP were found to be pragmatic. The Foundation was invited by several education officers at district and state level to scale up some of the initiatives. Thus, Large Scale Initiatives (LSI) was conceptualised.



### PARTNERSHIPS

Bharti Foundation through LSI has been supporting the government to scale up initiatives and processes in government schools at the district/state level for over-all improvement in school performance. The key areas of intervention include leadership empowerment of heads of schools, building life skills in students, creating an enabling environment at home through the home mentoring initiative, effective classroom transaction through the use of innovative teaching learning materials, improving school environment, improving parent/community participation and supporting initiatives under National Education Policy 2020.

**Project start year:** 2019

**Geography:** 4 States

**Coverage:** 9.5 L+ Students,  
38,00+ Teachers, 8,500+ Schools

*"Over the years, through the support of our partners, we have been able to provide free and quality education in our Satya Bharti Schools. Good practices of our Satya Bharti Schools have been replicated in the partnered government schools, making them happy and engaging. We are focusing on working extensively and increasing our outreach in India with Large Scale Initiatives, creating meaningful impact in the lives of children. We are thankful to each of our partners including State Education Departments, Corporates, community members and educationists for believing in us and being a part of our journey."*

**Ms. Mamta Saikia**  
CEO, Bharti Foundation



## PROJECT OUTCOMES

The Foundation has been able to impact more than 1 million children in a meaningful manner through its education programmes this year.

LSI has led to strengthening of interventions such as student empowerment, school leadership and teacher engagement in schools and more collaborative work/involvement of parents and community for building better schooling experience.

The programme has enabled schools in increasing co-scholastic activities and improving important life skills in students such as teamwork, confidence, social skills, cognitive abilities and other important 21<sup>st</sup> century skills. It has also built capacity of heads of schools to design and implement effective school plan for improvement in overall school performance.



## KEY LEARNINGS

The success of partnership depends on the quality of the programme delivery, governance process, involvement of stakeholders and reporting mechanisms. Thorough understanding of government institutions and systems is essential to design the integration plan for any intervention within the existing processes and system. It is also critical to assess synergy of the programme with the policies in the advocacy phase.

Continuous follow ups and generating evidence in real time are essentials for ensuring effective delivery of programme while working with the grassroots and government institutions.

Interventions at scale may not deliver as much impact as small-scale pilots because of lower intervention intensity. Establishing common understanding of the intervention among all stakeholders in the ecosystem helps in better participation and better programme delivery.

## PROJECT INTERVENTIONS

**Strengthening implementation of No-Bag Day** in 14,000+ government schools in 6 districts of **Rajasthan** (Barmer, Jodhpur, Jaisalmer, Jalore, Pali and Sirohi) by curating a variety of resources based on themes in-line with the guidelines of the Education Department and institutionalising monitoring mechanisms for effective implementation. The key objective is to support the efforts of the state government in achieving the vision of joyful learning to bring out creativity and reduce the burden of school bags.

Supporting Directorate of Education Jammu in **Student Life Skill Development** initiative aids in building critical thinking, problem solving, effective communication skills, etc. in children.

**School Excellence Programme** aims to improve overall school quality by fostering leadership among the heads of schools; transform schools into vibrant institutions of learning & ensure holistic development of children, in partnership with Assam State Government.

Other initiatives under LSI are **Home Mentoring** wherein government school teachers are trained to empower parents and provide education support to children at home, supporting government with **continuous teacher training** and on select themes **Building capacity of DIET students**.



## Adani Foundation

### GYANODAYA The Digital Learning Mission

#### BACKGROUND

Adani Foundation launched the education initiative in Godda, Jharkhand which is an economically and academically backward tribal district and also an aspirational district. Adani Foundation in partnership with the District Administration Godda, and Eckovation Solutions Pvt. Ltd. conceived and launched a digital learning mission 'Gyanodaya' to enable quality education and to strengthen academic standards. The Gyanodaya model addresses the problems in infrastructure, teaching quality and pedagogy for government schools in Godda district.



#### PARTNERSHIPS

Adani Foundation facilitated a tri-party collaboration and launched this project with focused and timebound interventions. The Gyanodaya programme has been foundational in catalysing digital learning with its student-centric multi-platform model. This has led the Jharkhand government to replicate the "Gyanodaya model" across the State for improving educational outcomes.

NITI Aayog has also recognised the effectiveness of Gyanodaya Model and recommends its replication across states for furthering improvement in quality of education. Acknowledging the Model's potential, United Nations Development Programme (UNDP) recognised Gyanodaya programme for mitigating urban-rural divides through digital education, under their appraisal of India's Aspirational Districts.

**Project start year:** August 2018

**Geography:** Godda, Jharkhand

**Coverage:** 70,000+ students

*"A Collaborative partnership Model, with right strategies, delivers and transforms. Gyanodaya programme clearly demonstrates that a programme that is effectively implemented through public and private partnership under a visionary leadership can provide significantly to the academic and human excellence thus contributing towards 'nurturing the dreams of our motherland as 'Vishwa Guru'."*

**Mr. Vasant Gadhave, Executive Director,  
Adani Foundation**



## PROJECT OUTCOMES

10 million students on NCERT's Diksha portal and 10 million on Mera Mobile Mera Vidyalaya application accessed the content.

There is a steady upward trend in the pass percentage of Standard X—50% in 2018, 67% in 2019, 75% in 2020, 95.2% in 2021 and 96.59 in 2022.

The number of girls passing Standard X in government schools is increasing since 2018.

Percentage of students getting distinction marks in Standard X has jumped from 27% in 2017-18 to 69.7% in 2020-21 for government schools.



**2,250** Number of Video Sessions  
**45,000** Minutes of content created

**904 Teachers** have been trained under this initiative to conduct smart classes independently and efficiently.

### Godda

**230** Villages  
**284** Schools  
**70,000+** Students

## PROJECT INTERVENTIONS

**Contextualised Digital content:** Jharkhand Board curriculum is converted into animated videos and video lectures, adopted to local context.

**Multiplatform content delivery:** This can be also accessed by students through the Gyanodaya Godda–Mera Mobile Mera Vidyalaya application. Through this app they connect to subject experts who are readily available to attend to their queries and doubts.

**Teachers as facilitators:** Government school teachers are trained to conduct classes using the audio-video content, and run AI supported assessments.

**Continual Student Assessment:** The project proved to be a trailblazer during the Covid-19 crisis. Being a multi-mode digital learning initiative, it made remote learning accessible to the most vulnerable children in the state.



## KEY LEARNINGS

Collaboration is effective when the goal is sustainable change on a scale. The involvement and ownership of the District Administration has ensured its sustainability and replicability. Considering all partners bring onboard their unique strengths, meticulous reviews and a common goal, the problem of primary education in Godda became an opportunity to impact the educational experience of lakhs of children.

# Environmental Sustainability





## Nayara Energy Limited

### Water Resource Management Project

#### BACKGROUND

Nayara Energy fosters inclusive and sustainable development through strong stakeholder partnerships and strategic integration of social responsibilities to benefit the people of Gujarat. The area around the Vadinar refinery is in the saline, coastal belt of Gujarat. They have partnered with NABARD to implement pilot project of IWMS (Integrated Water Management Schemes) in 500 ha land in the project villages. Over a span of time, the initiatives have impacted more than 10,000 lives. The creation of additional water storage capacity has eased the issue of water availability, enabling farmers to harvest multiple crops through the year. The women empowerment initiatives under the programme have trained and honed the skills of more than 500 women, and more than 1000 women in 100 plus SHGs are financially literate.



#### PARTNERSHIPS

In January 2019, Nayara Energy signed a MoU with Government of Gujarat to implement climate smart agriculture project spanning 11,000 hectares of land across 15 villages by 2026. Under this partnership they are aiming to make meaningful difference to the lives of communities by covering 5,000 and 11,000 hectares of land respectively through various smart agriculture and water sustenance programmes. They have installed micro irrigation systems in around 475 ha through GGRC (Gujarat Green Revolution Company) subsidies under PM (Pradhanmantri) Krishi Sinchayee Yojana. In addition, they have also installed solar irrigation systems under SKY (Survyaa- Shakti Kisan Yojana) schemes of PGVCL.

**Project start year:** 2019

**Geography:** Jamnagar and Dwarka districts, Gujarat

**Coverage:** 10,000 beneficiaries

*"Nayara Energy's endeavour through our Project Gramsamruddhi, a public-private partnership with the Government of Gujarat, is to provide sustainable livelihoods to communities around our Refinery by transforming soil previously affected by high salinity to productive and cultivable. This flagship project in its first phase has been instrumental in impacting lives and livelihoods of over 10,000 beneficiaries in 15 villages of Jamnagar and Devbhumi Dwarka districts."*

**Dr. Alois Virag, Chief Executive Officer,  
Nayara Energy.**



## PROJECT OUTCOMES

In Phase-1 of this programme, Nayara Energy has transformed 5,000 hectares of land by introducing extensive surface water storage, ground-water recharge, and drip irrigation. The programme has benefitted 10,000 people, including a large number of women.

Additional water storage and recharge of 15.29 MCM.

Increase in area under irrigation from 1484 ha to 6000 plus ha.

More than 1100 women were empowered through linkages with income generation activities.

Construction and renovation of 589 water-harvesting structures.

More than 1 L meters of farm bunds constructed, ensuring soil moisture conservation.

Improved soil health in 700 ha through the application of tank/pond silt.

Over 1,300 farmers have been linked to a mobile-based voice messaging system for sharing weather updates and best practices.



## KEY LEARNINGS

All the villages in coastal Gujarat are facing similar types of challenges related to water. The programme has the potential to be scaled across the coastline of Gujarat and other parts of India. The organisation needs to develop stringent SOPs (Standard Operating Procedures) for all the processes.

Further, the government departments have multiple schemes/programmes that can be channelled more effectively.

Capacity building can be enhanced by ensuring that trained resources are equipped to train others for groundwater management, provide extension service in sustainable agriculture and livestock management.



## PROJECT INTERVENTIONS

Nayara Energy conducted hydrological studies to understand the need gaps. Based on the analysis of the study and taking the key issues into consideration, they have tailor-made sustainable solutions for the farmers.

Along with technological interventions, the programme encompasses the deployment of climate-smart agriculture practices, integrated water resources management and allied activities like animal husbandry. Addressing the gap between demand and supply for water resources in the targeted 15 villages; ensuring sufficient water availability for drinking and irrigation purposes.

Increasing opportunities for climate-resilient and sustainable livelihoods in rural populations by promoting climate-smart agriculture, effective livestock management, breed improvement, and water resourcing. Enhancing livelihood in the villages, by increasing agriculture productivity, establishing local enterprises, and value chains to encourage self-employment opportunities by enhancing vocational skills through various training programmes.

Mobilising authorities such as banks, and the dairy federation to mobilise funds for initiatives such as soil and water conservation, marketing of milk farm produce, technology solutions, quality improvement and marketing techniques.

Training the communities, especially the participant families for conducting the operations and maintenance of structures, systems, and assets created under the project and building Self Help Groups (SHGs) for women, providing access to credit, income generation activities, and creating a space with buyers at fair prices.



## ReNew Power

### Enabling Water Security Through Traditional Conservation Methods

**Project start year: 2016**

**Geography: Jaisalmer, Rajasthan**

**Coverage: 23,000 beneficiaries**

*"Through our CSR initiatives, we continue to advance our mission to improve lives, and increase the resilience of vulnerable communities, which have been hit worst by the pandemic, and are at the highest risk from the future threat of climate change."*

**Ms Vaishali Nigam Sinha, Chief Sustainability Officer, ReNew Power**

#### BACKGROUND

ReNew Power has aimed its efforts around water conservation as a part of its CSR programme, with focus on reviving, and relying on, traditional knowledge of local communities in the challenging terrain of Rajasthan, within the desert state, in a city that faces acute water shortage, Jaisalmer. The district is drought-prone and the community faces severe challenges due to lack of access to drinking water and agriculture needs which has led to shrinking the area of cultivation. To ease the situation, Renew started the pilot project in Jaisalmer and two major traditional structures were improvised -Taankas (traditional water conservation units at the household level) and Naadis (community ponds).

#### PARTNERSHIPS

Following its pilot in Jaisalmer, ReNew has scaled up its water conservation programme to include water-stressed areas in Gujarat and Maharashtra states. In Kutch, Gujarat, ReNew in partnership with the Gujarat government, under the Sujalam Suflam Jal Yojana carried out excavation and deepening of 18 water ponds covering 8 villages, which has helped 23,000 people.

Similarly, In Maharashtra, 2 lakes were de-silted in Koligiri and Umrani villages in Jath, Sangli, which resulted in an increase in the capacities of 8-10 borewells, situated near these lakes.

ReNew Power plans to scale this programme up to 100 more villages in Rajasthan by 2025. In a span of 3 years, the interventions will work towards making 100 villages water sufficient and sustainable in nature.



## PROJECT OUTCOMES

Has a wide-reaching impact across the community, giving hope of livelihood and improving their quality of life. With the construction of household taankas and naadis, the water needs of the community are being met.

100 taankas with bio-sand filters have been constructed. 21000 litres (approx) of water can be stored in 1 taanka, which is sufficient for 4-6 months for a family and has resulted in substantial savings of INR 5000-7000 approx annually.

100% improvement in access to clean water over the last 3 years. Before, the intervention, most villagers either used to buy water or travelled approximately 8-9 km to fetch water.

6 naadis have been desilted and these water units are now supporting close to 16,000 people across 21 villages, across Jaisalmer.

There is reduction in water-borne diseases like joint pains, diarrhoea, high blood pressure etc.

## PROJECT INTERVENTIONS

Need assessment study done to understand the baseline of water levels in the nearby villages of the project area.

The rainwater harvesting technologies in this project are traditional structures that have been used in the harsh environment of the Thar for centuries. Through ReNew's CSR programme, these technologies have been modernised via improving the structures, as well as using local and low-cost materials and labour from the area.

Among the innovations that have been introduced are silt catchers and covers for underground water tanks, resulting in better water quality.

Bio-sand filters have been installed in taankas, which ensure removal of heavy metals, turbidity, bacteria, and pathogens from the water.

Since the structures are traditional to the project area; use indigenous knowledge; are low in cost; easy to maintain; and require only local materials and labour, similar interventions can be replicated in other rural desert and dryland environments successfully potentially impacting tens of thousands of lives.

## KEY LEARNINGS

ReNew also recognises and acknowledges how community projects can help build intellectual property, and make people, especially women and younger people, become more aware about their rights.

After the meetings and training of Village Development Committees (VDCs) and Self Help Groups (SHGs) by ReNew and its implementation partner, people are now coming forward and talking about the problems of their villages and creating their own solutions.

To sustain the positive momentum, ReNew Power, even today, continues to hold meetings and trainings of VDCs and SHGs to create awareness about the techniques of preservation of food, fodder and water; thereby, creating happier, safer, and more satisfactory living conditions.







# AXIS Bank Foundation

## Mega Watershed Project

### BACKGROUND

Development challenges faced by Chhattisgarh in central India are diverse - ranging from poor social and human development, high incidence of poverty, inequity in access to resources and services, a high proportion of vulnerable population, and poor physical infrastructure. Despite good rainfall, the state faces recurrent droughts and an increased incidence of crop failure. 2 districts (Rajnandgaon and Durg) of Chhattisgarh, which are already facing recurrent droughts and increased incidences of crop failure, have been identified by the World Bank as 'hotspots' of severe climate change impact. Axis Bank Foundation (ABF), designed a collaborative structure that would enable farmers to establish a creditable path to stable livelihood and lay the foundation for large-scale, long-term impact. ABF partnered with Bharat Rural Livelihoods Foundation (BRLF) to launch the high impact Mega Watershed Project in 2018.



### PARTNERSHIPS

The project is being jointly implemented by the Department of Rural Development – MNREGA cell and 13 Civil Society Organisations (CSOs). It undertakes land and water treatment measures, improves farm productivity, and builds capacities of front-line functionaries, such as PRIs, community members and CSOs. The MGNREGA cell of the state drives more qualitative and sustainable ground-level implementation of natural resource management by adopting a watershed approach. It undertakes customised need and resource assessment for the agro-climatic zones, fast-tracks approval of Detailed Project Reports (DRPs) submitted by Gram Panchayats (GPs), addresses grievances, and manages ground-level data. Need-based planning approach with the community enhanced their ownership, while demonstration and hand-holding support provided through CSOs boosted confidence in the adoption of new livelihood activities.

**Project start year:** 2018

**Geography:** Rajnandgaon and Durg, Chhattisgarh

**Coverage:** 1 L small and marginal farmers

*"A Public-Private Partnership (PPP) is an important mechanism to harness expertise, skills, and resources in the system. It is a real area of opportunity to improve input efficiency and resource productivity to achieve twin goals of farmers' profitability and livelihood sustainability."*

**Ms Dhruvi Shah, Trustee and CEO,  
Axis Bank Foundation**

## PROJECT OUTCOMES

Since 2018, a record of over 800 DRPs have been sanctioned, generating employment and more work days for the communities.

Partnering with CSOs ensures last-mile delivery, accelerates execution and increases the leverage amount. They are also the pillar that sustains the processes and governance mechanisms beyond the project period.

66,000 water structures (check dams, ponds, farm bunding, line drainage, trenches) have been sanctioned, and 49,000 completed to date.

Developing water resources led to soil moisture conservation, increased water availability and groundwater levels, and improved irrigation for the farming community. With more water available, farmers can undertake double and multiple-cropping cycles, thereby earning more.

So far, 1.9 L hectares of land have been treated, resulting in improved quality of agricultural produce, better soil health, and increased land under cultivation. Diversification of livelihoods into livestock rearing, floriculture, horticulture, fisheries, and vegetable cultivation, resulted in steady streams of income, reduced dependence on a single source, decreased risks associated with crop failure and enabled food security.

The programme supported over 1 L households in increasing their income through MNREGA and diversified livelihoods, well before its target timeline.



## KEY LEARNINGS

Convergence with different government departments has been instrumental in extracting input and technical support to scale-up the programme.

A multi-stakeholder partnership such as this has led to greater efficiency, better allocation of resources, better risk management, and improved access to achieve the desired outcomes for rural development.

Collaborating with government institutions is necessary for creating and maintaining a viable operating environment and is instrumental in scaling solutions. The dual goals of scalability and sustainability, that have eluded many development projects, can be achieved through focused public-private partnerships.

## PROJECT INTERVENTIONS

A socio-economic baseline survey was conducted to understand and document the prevailing conditions of the communities. Agriculture is the principal source of livelihood, and most respondents rely on rain-fed paddy farming as irrigation is dependent on groundwater. Most farmers cultivate during the Kharif season as groundwater dries up well before December, and the water table has been declining over the last 5 to 10 years. The other sources of income for families are local wage employment (principally farm-based) and work through MGNREGA.

Based on the findings, the project objectives emerged, and the distinct role of each stakeholder was designed to ensure that the outcomes were aligned to the needs of the community.

In the partnership, ABF provides technical support to streamline operations and establish a monitoring and evaluation system. BRLF anchors the implementation and evaluation processes while providing capacity building to the CSOs. They also ensure cross-learning and facilitate support between partners according to the needs assessment.

For the implementation of the programme, 13 CSOs, with a proven track record and long-term presence in the region were selected to participate in the project as a consortium. They facilitate interactions between community collectives and the PRIs, provide intensive support to GPs for preparing DPRs, and coordinate with PRIs to implement DPR activities. The lead CSO in the project, PRADAN, holds the key responsibility of executing, monitoring and evaluating the project through a State Project Management Unit (SPMU) created specifically for the project.





# Ambuja Cement Foundation

## Watershed Partnership Evolves Into Multisector Partnership

### BACKGROUND

Himachal Pradesh has a very hilly terrain with high undulating topography where people farm on small patches of land, often on slopes. Rainfall is high in the area, and as a result, farmers face huge problems due to the erosion of topsoil, with significant environmental and economic impacts across the region. With a similar vision for generating rural prosperity, Ambuja Cement Foundation (ACF) approached NABARD to invest in the solution-curbing water run-off and reducing its impact as it makes its way down the hills. The uniqueness of these programmes is the people's participation in planning, implementation of the projects, monitoring as well as financial management through the establishment of community-based organisations.



### PARTNERSHIPS

The partnership kick-started in 2008 when the organisations joined hands to collaborate on the Dhundan Watershed Project. The success of that, and other initial projects like the Daseran Watershed Project, saw the partnership swell over time, and today ACF implements 67 NABARD funded projects across 13 districts of 10 states in the areas of Agro-Based Livelihoods, Water Resource Management, Women's Empowerment and Skills - impacting 60,487 households. NABARD has been implementing participatory watershed development programmes for more than 2 decades with an aim to reduce the risks associated with dry land farming systems and livelihoods, through holistic development - involving soil and moisture conservation, productivity enhancement, alternative livelihood interventions among others. ACF specialises in mobilising people to participate in their own development and has tried and tested processes to harness the 'buy-in' of local villagers in any activity.

**Project start year:** 2012

**Geography:** Darlaghat, Himachal Pradesh

**Coverage:** 17 villages with 925 ha of land treated

*"Ambuja Cement Foundation has a long relationship with NABARD and we have been working together on Watershed Development in Himachal Pradesh for the last 14 years. With such partnerships, we can empower farmers of this hilly region, by creating awareness around water and soil conservation - to help them improve production and income. We are glad to help rejuvenate the dying ecology of such a pristine region."*

**Ms Pearl Tiwari, Director & CEO,  
Ambuja Cement Foundation**



## PROJECT OUTCOMES

A Social Return on Investment study found the social return on the Daseran project at INR 8.44 for every Re.1 invested.

**Impact on Natural Resources** - 98.89% of respondents confirmed an increase in discharge from Bawari (traditional stepwell), decrease in erosion and increase in grass yields, inferring an increase in the groundwater table. Data also highlighted an increase in fuel wood, non-timber forest products and canopy cover due to an increase in vegetation cover. Additionally, the only water body with a cumulative extent of 0.034 sq. km in 2010 was enhanced in 2017 to 0.081 sq. km of area.

**Impact on Agriculture and Allied Sectors** - 22 L litres of water storage capacity was created in the area. Water conservation measures increased the irrigation potentiality of the area with a total increase in the net irrigated area of 17.23 hectares. Cultivable Waste Land decreased by 31% and the crop area increased from 2.311 sq.km in 2010 to 4.331 sq.km in 2017—an 87.41% jump in additional area brought under cropping. This increase in agriculture land was also confirmed by satellite imagery.

**Animal husbandry** - there was an appreciable increase in the number of animals during the project. 93.33% of farmers indicated that they had bought a better breed of cow resulting in higher milk yield.

**Social Impact** - 80% of watershed respondent reported an increase in income which generated ripples of prosperity throughout the broader community. Dairy milk production, an important source of income generation, increased by 200% (2826-924 litres), with women in particular reaping the benefits of this enhanced sector. There was a 20% increase in access to institutional credit in the area. Additionally, sanitation improved with a 22.2% increase in households having toilets.



## PROJECT INTERVENTIONS

16 Village Development Committees were constituted along with 739 farming households and 25 SHGs.

**Capacity Building Phase** – people of the watershed area were prepared for undertaking the watershed development programme through a 'learning by doing' approach. Awareness on watershed development was created by village campaigns, Gram Sabhas, formal and informal meetings, PRA exercises and actual implementation of watershed development activities (trenching, bunding, forestry plantation, plantation of horticultural plants and grass root saplings, creation of water storage structures and terrace riser renovation, among others.).

**Full Implementation Phase** – various physical structures for area treatment and drainage line treatment were created in this phase across 17 villages with 925 ha of land treated.



## KEY LEARNINGS

The project guidelines and continuous inputs from NABARD officers helped ACF to further develop its expertise in effective planning, implementation, and management of watershed project.

NABARD's two stage approach-capacity building phase and full implementation phase- helped to ensure participation of communities with effective mobilising during both the planning and implementation of projects.

Systematic planning and implementation of watershed development project in the hilly region led to regeneration of natural resources, helping communities to reap benefits for enhancing livelihoods, especially from the agriculture and allied sectors. It has also had a positive impact on biodiversity, with increased green cover in the watershed area.

# Healthcare



# TATA STEEL FOUNDATION

## TATA STEEL FOUNDATION

### MANSI (Maternal and Newborn Survival Initiative)

#### BACKGROUND

With the motive to provide universal access of public health services and to stop inter-generational transfer of inequity, MANSI was launched in 2009 in Jharkhand, India. Maternal and Newborn Survival Initiative (MANSI) was implemented as an intensive pilot project in the predominantly tribal Seraikela block of Seraikela Kharsawan district of Jharkhand, covering a rural population of 83,000 across 167 villages having limited access to basic healthcare. Under the programme, Sahiyyas are trained in pre-validated, low-cost and community centric health interventions to provide support to pregnant women and new-born children, followed by onsite hand holding, supportive supervision and robust MIS.

MANSI's Phase II intervention (FY16-21) scaled from 167 villages in Seraikela to 1,686 villages spanning 12 blocks of 3 districts in 2 states - Jharkhand and Odisha. This phase covered a population of nearly 14 L across Seraikela-Kharsawan and West Singhbhum districts in Jharkhand and Keonjhar district of Odisha.



#### PARTNERSHIPS

The Foundation has been working in close tandem with various government organisations to come up with and implement solutions for vulnerable and excluded communities in sectors of health, skill development and livelihood opportunities.

An enhanced version of MANSI viz MANSI+ has been rolled out through the Public Private Partnership (PPP) model in the Kolhan region of Jharkhand covering all 38 developmental blocks across 3 districts viz East Singhbhum, West Singhbhum and Seraikela. This programme will cover 5,000 villages across over a period of 5 years (June, 2021 - May, 2026) and will reach out to approximately 4 million marginalised and vulnerable tribal populations in the region.

**Project start year:** 2009

**Geography:** 167 villages across Jharkhand and Odisha

**Coverage:** 83,000 beneficiaries

*"The Foundation strives for excellence by ensuring that all programmes are aligned with community needs and focused upon national priority areas, thereby enabling communities to access and control resources to improve the quality of their lives with dignity. Many of our programmes are a consequence of persistent effort which has yielded benchmark results and have paved the way for public private partnership models at Odisha and Jharkhand. Tata Steel Foundation remains in gratitude for our collaboration with various government bodies and hope to continue fostering relationships by co-creating solutions."*

**Mr Sourav Roy, CEO,  
Tata Steel Foundation**

## PROJECT OUTCOMES

An evaluation of the pilot block over a 5 year period (2011-2015) had revealed a stark reduction in the Neonatal Mortality Rate (NMR) by 61%, Infant Mortality Rate (IMR) by 63% and Child Mortality Rate (CMR) by 54.9%. Till date, there has been a 47% decline in CMR across 1600 villages over 10 years.

More than 90% of Sahiyyas trained, demonstrated high level of knowledge and skills as a result of the MANSI training and capacity-building approach.

Sahiyyas have instilled confidence in community members, who value and seek out their services; managing most of the low-risk neonates, some high-risk newborns as well and, to some extent, pneumonia and diarrhoea in children with support from the MANSI supervisors. This resulted in: 94% increase in pregnant women receiving medical check-ups, 87% increase in institutional deliveries and 83% increase in newborns being weighed at birth.



## PROJECT INTERVENTIONS

At its core, MANSI is the empowerment of ASHAs (Accredited Social Health Activists) - frontline health care workers in rural communities referred to as "Sahiyyas" in Jharkhand. Sahiyyas have been identified under the NHM in each village, to bridge the last mile gap between community and public health facilities. Under the MANSI project, Sahiyyas are trained in pre-validated, low-cost and community centric health interventions to provide appropriate interventions to pregnant women and new-born children. This is followed by onsite hand holding, supportive supervision and robust MIS.

Population-based surveys to estimate mortality rates as the indicators of impact.

Assessment of capacity (knowledge and skills) of Sahiyya and their supervisors.

HBNCC service records and MIS data to assess coverage and quality of HBNC, morbidity rates and case fatality in neonates.

Survey of mothers (who had recent live deliveries) to assess their knowledge and practices and perceptions about HBNCC and MANSI.

Focus group discussions (FGDs) and in-depth interviews with the stakeholders and implementers at various levels - communities, mothers, Sahiyyas, Sahiyya Sathis, the project based Maternal and Neonatal Health Mobilisers (MNHM), Auxiliary Nurse Midwives (ANM) and officers at the district and the state level.

To reduce the response time to address high risk cases, MANSI introduced a technical innovation

The digital tracking system enables a seamless monitoring of high-risk cases of mothers and newborns on real-time basis.



## KEY LEARNINGS

Handholding support and continuous training like incremental learning approach is essential in capacity building of front-line workers like ASHAs.

Involvement of male member of the family in decision making is required for achieving improved health outcomes.

Targeted and localised interventions addressing health issues yields better results.

Digital tools for forward and backward tracking of high-risk cases are helpful in tapping the missing cases.

Capacity building of supervisory cadre is critical to improve skills of frontline workers for strengthening the service delivery.





# Indian Oil Corporation Limited

## HUMAN MILK BANK

### BACKGROUND

IndianOil helped in setting up of Human Milk Bank facility in the year 2020 at the Government Medical College, Dharmapuri, Tamil Nadu. In India 27 million babies are born every year (2010 data), out of which 3.5 million are preterm and 7.5 million are born with low birth weight. Breastfeeding is a critical element of comprehensive early childhood development and care. When expressed breast milk is not adequate or available, newborns are usually fed with infant formula milk. However, feeding formula milk is associated with high risk of Sepsis and Necrotizing Enterocolitis, thus significantly decreasing the chance of both newborn survival as well as quality endurance. Donor Human Milk (DHM) if made available to these babies it can save them from the adverse effects of formula milk. World Health Organisation (WHO) also recommends DHM to be made available through human milk banks as the next best feeding option in sick babies.



### PARTNERSHIPS

Government Medical Hospital Dharmapuri and the medical fraternity from the hospital have extended sustained support to run human milk bank in the form of space which is accessible to not only donors but also the babies in need. They not only brought technical expertise but also a commitment to extend the facility to the child in need. The hospital bears the electricity cost for running of freezers and other equipment. The nurses played a pivotal role in creating awareness amongst women coming to the hospital and counselling them to ensure participation of new donors.

**Project start year:** March 2020

**Geography:** Tamil Nadu

**Coverage:** 3,070 babies and counting

*"The Human Milk Bank project is an excellent demonstration of "Care" one of the core values at IndianOil and how it can do wonders in making this world a better place."*

**Shri Ranjan Kumar Mohapatra, Director (HR),  
IndianOil Corporation Ltd.**



## PROJECT OUTCOMES

Increase in immunity levels of 2,046 babies by feeding colostrum milk (Colostrum is the first form of milk produced by the mammary glands immediately following delivery of the newborn).

9,719 donor mothers donated milk to the human milk bank.

8,10,580 ml of milk dispensed to 3,070 babies during the period March 2020-April 2022.

Significant reduction in number of newborn deaths. 1973 newborn sick babies survived in first 18 months.

Counselling provided to both donor mothers and recipient families has helped in changing the mindset of people, thus coming forward voluntarily to donate milk to save another mother's child.



## KEY LEARNINGS

While implementing a CSR project the role of implementing agency is critical. They bring in technical expertise and ensure that the project is implemented in a timely and efficient manner and in accordance with the needs and expectations of the community and stakeholders.

A CSR project can only be successfully sustained if key stakeholders are engaged well. The human milk bank set up by IndianOil, continued to benefit infants in need and donor mothers owing to the tireless efforts poured by the hospital and nursing team.



## PROJECT INTERVENTIONS

This initiative is a boon for infants as it provides safe breast milk to infants who do not get milk from their own mother. Babies whose mother died in the immediate postpartum period, abandoned neonates and sick neonates and their mothers' benefit from the milk van facility.

IndianOil helped in setting up of Human Milk Bank facility in the year 2020 at the Government Medical College, Dharmapuri, Tamil Nadu.

Awareness by nurses amongst women to donate milk.

The hospital provided space for setting up of necessary equipment to collect, pasteurize, test, store safe the milk.

The lactation management strategy based on the Human Milk Bank facility of collection, processing, storage and dispensing of donor human milk and mother's own milk along with provision of lactation support to the mothers is a pivotal component for protecting, promoting, and supporting breastfeeding.







## Bosch Global Software Technologies Pvt. Ltd.

### Strengthening Primary Health Centers

#### BACKGROUND

COVID-19 highlighted and accentuated the existing vulnerabilities of Indian healthcare, even more so in terms of access for lower income groups in India.

PHCs providing basic health services were burdened with increasing stress and shortage of resources, infrastructure and equipment. There was a pressing need for the private and government sector to work in tandem to make basic healthcare accessible. Needs assessments of each PHC further revealed a plethora of gaps which could be bridged through this partnership. BGSW (Bosch Global Software Technologies) had undertaken a project to refurbish and strengthen 10 PHCs in neighbourhood of Bangalore and Coimbatore in 2020-21.



#### PARTNERSHIPS

Bruhat Bengaluru Mahanagara Palike (BBMP) and Coimbatore City Municipal Corporation, governmental custodians of public health, were involved in several dialogues and stakeholder meet ups to establish the true needs of the PHCs in compliance with all protocols of the health department.

This not just ensured smooth implementation but also helped the project reach its full potential in the health sector. The government bodies have also agreed to monitor and handhold the PHCs over 2021 to ensure effective implementation and use. BGSW ventured into the health sector during COVID-19. As a result of this debutant partnership, the SS Kulam Block PHC got the National Quality Assurance Certification (NQAC) in Coimbatore. This will further scale the SS Kulam Block PHC through the additional funds.

**Project start year:** 2020-2021

**Geography:** Bangalore and Coimbatore

**Coverage:** 4,21,121 beneficiaries

*"PHCs are the first point of contact for a major part of the population for preventive or rehabilitative care. The refurbishment of 10 PHC project was envisioned to not just meet the current inflow and demand but also prepare the medical force for future crises."*

**Ms Shilpa Deodhar,**  
CSR Head



## PROJECT OUTCOMES

The PHCs have impacted 4,21,121 beneficiaries residing around the locations, mostly the slums.

Upgraded infrastructure has resulted in adequate storage of medicines, vaccines and equipment ensuring long-term use and sustenance.

The programme has instilled a sense of confidence and comfort in the medical staff who have been extending their services at the centres for prolonged hours.

Awareness sessions done for 5000+ beneficiaries in 2021, has helped in sense of ownership.

Supported the PM National Health Digital Mission announced in 2020 by enabling the centres with basic IT infrastructure. This has proved very effective for maintaining electronic health records.

## PROJECT INTERVENTIONS

PHCs were equipped with refurbished infrastructure. Construction and repairs of existing/new structures were undertaken, and fresh paint was applied.

Intervention carried out in Siddapura PHC, Wilson Garden PHC, Madiwala PHC, Adugodi PHC, Koramangala PHC, SS Kulam PHC, Vellakinar PHC, Veerapandi PHC, Idikkarai PHC and Dhaliyur PHC.

Upgraded medical equipment and installed IT networks.

Training and skilling of 276 ASHA workers, nurses, paramedic staff, anganwadi workers and other frontline staff.

Created herbal gardens consisting of nutritional herbs and fruit saplings.

Sensitised communities through awareness sessions/workshops instilling a sense of ownership towards the PHCs.

Herbal gardens consisting of nutritional herbs and fruit saplings were also created, making the centres greener and more appealing.



## KEY LEARNINGS

Involving government bodies in several dialogues and stakeholder meetups has ensured smooth implementation.

Establishing the true needs of the centres in compliance with all protocols of the Health Department helped the project reach its full potential.

National Quality Assurance Certification will further scale the SS Kulam Block PHC through the additional funds. The PHC is now entitled to receive the funds because of this certification.

# Rural Development



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# Aditya Birla Fashion and Retail Limited

## Village Development Project

### BACKGROUND

Aditya Birla Fashion and Retail Ltd.(ABFRL) aims to develop model villages in the country by drawing inspiration from the guidelines of Sansad Adarsh Gram Yojna . Through the intervention, ABFRL has collaborated with various government bodies and civil society organisations to transform villages through integrated and holistic development, to create 'Happy Villages'. The development programme is modelled around five thematic areas -Education, Health & Sanitation, Water and Watershed, Sustainable Livelihood and Digitalisation. The Village Development Programme (VDP) was initiated in 8 villages in Karnataka and Tamil Nadu. The organisation adopted a hub and spoke model to amplify the benefits of their interventions to nearby villages. 8 focus villages were selected as hub villages and, 7-spoke villages were mapped against each of these eight focus villages. In 2019-20, the model was replicated in Orrisa covering 3 villages.



### PARTNERSHIPS

The organisation work in partnership with Samagra Shiksha department of Ministry of School Education, Karnataka and Tamil Nadu to provide academic support to children in schools.

They organise various health and hygiene awareness programmes through health workers in coordination with the Government Health Department of Karnataka and Tamil Nadu and private hospitals like Narayana Netralaya.

In partnership with local Panchayat and MYRADA, an NGO, they also implement integrated watershed programme which aims to manage and utilise runoff water for useful purpose, enhance groundwater storage, increase crop intensity in watershed areas and improve the socio-economic status of farmers.

**Project start year:** 2017-2018

**Geography:** Karnataka, Tamil Nadu & Odisha

**Coverage:** 2,48,909 individuals in FY 2022

*The brilliant work done under the Village Development Project (VDP) in collaboration with Government, non-government and private organisations has brought smiles to approximately 9 L people across 67 villages in Karnataka, Tamil Nadu, and Odisha. Our VDP has a clear focus to partner and reach larger audiences under five Thematic areas - Education; Health & Sanitation; Sustainable Livelihood; Water and Digitization. The good work will continue, and our focus will remain steadfast. There is every reason for us to spread happiness across all sections of society as we march gracefully ahead with renewed spirits.*

**Dr. Naresh Tyagi, Chief Sustainability Officer, ABFRL**



## PROJECT OUTCOMES

The programme has touched the lives of approximately 9 L people across 67 villages since its commencement.

Ensured 100% enrolment and attendance at the primary level and helped majority of students to achieve grade specific competency.

Village Development Programme has benefitted 2,48,909 individuals in Karnataka & Tamil Nadu, Odisha.

In FY22, 1,65,799 beneficiaries benefitted through health & sanitation interventions. Instances of cataract and cancer have reduced in the villages.

Waste segregation system got greener in the villages as the project provided E-trolleys to the Panchayat for waste collection at household level.

All eight Model Villages and focus villages have access to 100% pure drinking water facilities through Water ATMs, benefitting 16,200 community members, installed 104 Solar Street Lights in three villages,

In FY22, The watershed programme helped save/recharge around 39,532 kl of water, benefitting 40,490 community members.

In FY22, 36 SHGs with 472 members involved in income generation activities.

In FY22, 24,228 people got benefited by Village Information Centres (VIC).

Three of the villages, namely Sollepura, Hinnakki and Madiwala are 100% digitally literate villages where at least 1 person in the household is digitally literate.

## PROJECT INTERVENTIONS

**Education-** Partnership with the Education Department helps to provide academic support and provide after school academic support to children studying in Government Primary Schools.

**Health & Sanitation-** Various health and hygiene awareness programmes are organised through the health workers in coordination with the Government Health Department. Other health initiatives undertaken are eye camps, Cancer awareness & screening camps, school health camps, deworming, pulse polio and solid waste management.

**Water and Watershed-** Integrated watershed programme is implemented with local panchayat which aims to manage and utilise runoff water, enhance groundwater storage, increase crop intensity and improve the socio-economic status of farmers.

**Sustainable Livelihood-** SHG's are trained, provides revolving funding to start income generation activities such as livestock, accessory store business, saree business, and agricultural activities such as flower and vegetable cultivation.

**Digitalisation-** The local panchayat, has provided space for Village Information Centres (VIC) and the organisation provides necessary infrastructure for running the centre. The community members are accessing the VIC as an E-Library, to apply for government schemes, land documents, and perform online transactions etc.



## KEY LEARNINGS

Partnerships leveraged the expertise of each partner to co-create impactful programmes.

Through partnerships, programmes reach, and beneficiary reach expanded with less resources.

The partnerships helped to identify government schemes and link right beneficiaries to avail these schemes.

Collaborations were very fruitful in sustaining the project even after handing over the project to the community.



# Women Empowerment





## Sterlite Technologies Limited

### Jeewan Jyoti Women Empowerment Programme

#### BACKGROUND

Sterlite Technologies Ltd. (STL) initiated the Jeewan Jyoti Women Empowerment Programme (JJWEP) for rural women Pune in 2014 in partnership with Maharashtra State Board of Vocational Education provides certified courses (computers, beauty culture, fashion designing, tailoring and nursing). STL recognises the importance of enabling women to not just excel professionally but also become financially independent and lead change and economic development within their communities. Through the programme, STL is working to ensuring they have access to fundamental information pertaining to their own well-being as well as help them make their dreams a reality. The progress of these women and their ability to help their communities, have changed age-old perspective of rural societies of independent women.



#### PARTNERSHIPS

Partnerships with e-commerce platforms - Amazon Saheli, helped to connect the local artisans to a national marketplace. Exhibitions facilitated through RangSutra enabled them to promote their products and gain confidence in the work they do. Women who were once just artisans today contribute toward the manufacturing process and supervise other artisans.

These partnerships have enabled them to build a comprehensive ecosystem for rural women in Pune across 100 villages. Today, these women are not just contributing to their family's income but participating in social and economic development thus leading change from the frontlines.

**Project start year:** 2014

**Geography:** Maharashtra

**Coverage:** 4000+ women

*"At STL, gender equality is an integral part of culture. However, the enormity of this issue cannot be dealt with in isolation. It requires dedicated partnerships between employers, policymakers, institutions, and society to create equal opportunities for all, irrespective of gender. The Jeewan Jyoti programme through an ecosystem-led approach and such alliances aims at doing just this. By empowering rural women through skilling and necessary ancillary and financial support, we hope to create leaders who are capable of bringing about the transformation they envision for their communities."*

**Mr Ankit Agarwal, Managing Director,  
Sterlite Technologies Limited**

## PROJECT OUTCOMES

The programme has transformed everyday living of over 4,000 women and changed community perception around working and independent women, benefitting over 24,000 lives.

Beneficiaries benefitted in terms of the up skilling received, better understanding of health and well-being, micro-financing or other benefits.

Even though the programme mainly centres around SDG 5 – Gender Equality, it also contributes to achieving the targets set out under SDGs 1, 3, 4, 8, 10, 11 and 17.

Mobilisation of women at the grassroots to form 100 SHGs and facilitate a total INR 1.29 Cr through micro-financing linkages.

42% of beneficiaries now earn a livelihood through jobs, small enterprises, SHGs and their own businesses.



## KEY LEARNINGS

Permanent, effective and long-lasting solutions cannot be driven in isolation. They require partnerships that enable drawing on the unique strengths of different entities. Well-orchestrated collaboration is the only way to address the most pertinent socio-ecological issues we face today.

To ensure ongoing support, it was necessary to setup a comprehensive ecosystem that encompassed vocational skilling, personality development, confidence building, inter-personal skills, opportunities to advance their learning, employment, linkages to government schemes, financial literacy, health and well-being awareness, entrepreneurial support, micro-financing linkages as well as market connects.

Despite the programme's best efforts to reach out to maximum women in these regions through support facilities like transportation, a crèche and nutritious meals, there were still a large portion of women who due to family commitments were unable to leverage this infrastructure.

## PROJECT INTERVENTIONS

The programme partnered with Aptech Academy to conduct specialised training sessions.

To promote nursing partnered with Tilak Mahavidyapeeth. Internship opportunities were provided in hospitals in Pune. This helped ensure almost 100% placements.

Partnered with Rangсутra Foundation and MasterG and Daughters so that tailoring students are trained on block-printing, tie-and-dye, embroidery and stitching patterns respectively. This has helped to garner orders from corporates, individuals as well as become sub-suppliers to global brands like IKEA.

Partnered with Mahila Arthik Vikas Mahamandal (MAVIM) and Institute for Livelihood Research and Training. Formed Self Help Groups (SHGs), trained grassroot women on aspects like leadership, book-keeping, savings and entrepreneurship. Further tie up with DeAsra helped SHGs with support on licences applications, evaluating business ideas feasibility etc.

Again, through MAVIM and convergence with government schemes helped facilitate micro-financing linkages enabling several women to setup their own SMEs.







# ITC Limited

## Women Empowerment through Financial Literacy

### BACKGROUND

Forming partnerships for sustainability & scale has been one of the key tenets of ITC's Social Investments Programme. Partnerships are formed with expert institutions for knowledge and domain expertise, NGOs for implementation, community institutions for ownership & accountability, and PPPs with various Central and State Governments for scale.

Financial literacy and financial inclusion mark significant steps in gradual progression of low-income groups towards sustainable livelihoods and break the vicious cycle of poverty. Women are the key participants and through financial inclusion, they also feel empowered to exercise their choices and take independent decisions.



### PARTNERSHIPS

ITC orchestrated a tri-partite Public Private Partnership (PPP) with Madhya Pradesh State Rural Livelihood Mission (MPSRLM) and CRISIL Foundation to scale-up the Financial Capability Building programme across 43 districts of Madhya Pradesh. Over 1 L women SHG members have benefitted and the partnership has been successful in achieving large-scale coverage and impact. This was enabled by leveraging government machinery under MPSRLM, whilst also utilising the grass-root level knowledge, capability building and project management expertise of ITC and domain knowledge of CRISIL Foundation.



**Geography:** Madhya Pradesh  
**Coverage:** 13 L SHG members trained

*"One of the key tenets of ITC's Social Investment (Mission Sunehra Kal) Programme has been partnerships and close collaboration with Governments. With 86 PPPs to date, ITC has been able to build on its successful interventions by leveraging the unmatched scope and reach of Government, thereby amplifying the outcomes to benefit communities at a large scale. In this mutually valuable process, public institutions also get strengthened with enhanced capacities and capabilities, thereby facilitating sustenance of these interventions."*

**Mr. L. Prabhakar, Executive Vice President & Head, Social Investments, ITC Limited**

## PROJECT OUTCOMES

Partnership has clearly demonstrated that a collaborative effort between government and corporate can help in rapid dissemination of financial literacy skills amongst SHG members and enable their financial mainstreaming.

1.33 L SHGs with over 13 L members covered.

More than 75% of women are now aware about the government schemes as against a significantly lower number earlier.

Increase in participation in different schemes as can be seen in 78% women now accessing and investing in insurance, as against baseline of around 53%.

Yojana Sakhis have facilitated processing of over 94,000 applications for financial inclusion and in the process also earned over INR 32.5 L for themselves.



## KEY LEARNINGS

It is important to define key outcome indicators at the beginning of the programme itself. Keeping indicators sharp and selecting critical ones enabled focus and also helped in bringing clarity in monitoring of outcomes in this partnership. Equally important is to create a baseline against which progress, and impact can be measured.

It is important to create a mechanism of regular reviews for resolving issues quickly and accelerating the progress. Creation of PMC by involving government officials, ITC and CRISIL and quarterly progress reviews by PMC were helpful in achieving desired progress.

A partnership built on strengths of various partners e.g. reach and resources of the government, project management skills of corporate and mobilisation skills of NGOs, can deliver results on a large scale. It is also necessary to have an alignment on the design, approach, and goals.

There are always many uncertainties in a multi-partner PPP project. It is important to have processes to anticipate challenges and then act in an agile manner. For e.g. during the pandemic, ITC trained more than the required number of Super Trainers, which helped in addressing the problem of increased dropout at that time.

## PROJECT INTERVENTIONS

Baseline study conducted to assess the financial capability requirements of SHGs.

7 Financial Literacy modules developed, contextualised and standardised for use across different districts.

Initially pilot project undertaken in 2016, then expanded in 43 districts in a phased manner after entering into partnership.

After the MoU was signed in 2016-17, Project Management Committee (PMC) was formed to review progress, plan and providing strategic guidance.

Adopted cascade approach for training SHG members in blocks (Master Trainers) and districts (Super trainers) to amplify coverage at a large scale leveraging government staff.

Yojana Sakhi Model introduced to provide information to women members, identify schemes as per their eligibility and facilitate enrolment. Members pay a nominal fee to the Yojana Sakhis.





CII-ITC Centre of Excellence for Sustainable Development is a not-for-profit, industry-led institution that helps business become sustainable organisations. It is on a mission to catalyse innovative ideas and solutions, in India, and globally, to enable business, and its stakeholders, in sustainable value creation. It's knowledge, action and recognition activities enable companies to be future ready, improve footprints profiles, and advocate policymakers and legislators to improve standards of sustainable business through domestic and global policy interventions.

CESD leverages its role of all-inclusive ecosystem player, partnering industry, government, and civil society. It has been a pioneer of environment management systems, biodiversity mapping, sustainability reporting, integrated reporting, and social & natural capital valuation in India, thus upgrading business in India to sustainable competitiveness.

CESD operates across the country and has also been active in parts of South and South East Asia, Middle East, and Africa. It has held institutional partnerships and memberships of the United Nations Global Compact, Global Reporting Initiative, International Integrated Reporting Council, Carbon Disclosure Project, development agencies of Canada, the USA, the UK, and Germany.

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**Confederation of Indian Industry**

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 286 national and regional sectoral industry bodies. For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

As India completes 75 years of Independence in 2022, it must position itself for global leadership with a long-term vision for India@100 in 2047. The role played by Indian industry will be central to the country's progress and success as a nation. CII, with the Theme for 2022-23 as Beyond India@75: Competitiveness, Growth, Sustainability, Internationalisation has prioritized 7 action points under these 4 sub-themes that will catalyze the journey of the country towards the vision of India@100. With 62 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

**Confederation of Indian Industry**

**The Mantosh Sondhi Centre**

23, Institutional Area, Lodi Road, New Delhi – 110 003 (India)

T: 91 11 45771000 / 24629994-7 • E: [info@cii.in](mailto:info@cii.in) • W: [www.cii.in](http://www.cii.in)

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